

3 of 11

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6340  
Salesperson FAX# 215-568-1845

## SC=\*.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$325.00	09/26-09/28	1	1	1	\$325.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$450.00	10/01-10/01	1	1	1	\$450.00	
		Buyline Comment: NEWS										
	3	M	6A-7A	NEWS	:30	\$700.00	10/01-10/01	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$650.00	09/26-09/28	1	1	1	\$650.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A	TODAY	:30	\$850.00	09/26-09/28	1	1	1	\$850.00	
		Buyline Comment: TODAY										
	6	M	7A-9A	TODAY	:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
		Buyline Comment: TODAY										
	7	M	12P-1230P	NEWS	:30	\$425.00	10/01-10/01	1	1	1	\$425.00	
		Buyline Comment: NEWS										
	8	M	1230P-1P	AGENDAY	:30	\$325.00	10/01-10/01	1	1	1	\$325.00	
		Buyline Comment: AGENDAY										
	9	W-F	3P-4P	PHIL	:30	\$450.00	09/26-09/28	1	1	1	\$450.00	
		Buyline Comment: PHIL										
	10	W-F	4P-430P	NEWS	:30	\$600.00	09/26-09/28	1	1	1	\$600.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) DCCC/HORSFORD  
 Product DCCC/HORSFORD  
 Estimate# 1877  
 Buyer JESSE DEMASTRUE  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E //1877  
 Flight Dates 09/26/2012 - 10/01/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	4P-5P	NEWS	:30	\$725.00	10/01-10/01	1	1	1	\$725.00	
				Buyline Comment: NEWS								
	12	M	5P-630P	NEWS	:30	\$1,200.00	10/01-10/01	1	1	1	\$1,200.00	
				Buyline Comment: NEWS								
	13	W-F	5P-630P	NEWS	:30	\$1,000.00	09/26-09/28	1	1	1	\$1,000.00	
				Buyline Comment: NEWS								
	14	W-F	630P-730P	NEWS	:30	\$1,000.00	09/26-09/28	2	1	2	\$2,000.00	
				Buyline Comment: WH/JEP								
	15	M	630P-730P	NEWS	:30	\$1,300.00	10/01-10/01	1	1	1	\$1,300.00	
				Buyline Comment: WH/JEP								
	16	W-F	730P-8P	FACE	:30	\$800.00	09/26-09/28	2	1	2	\$1,600.00	
				Buyline Comment: FACE								
	17	M	730P-8P	FACE	:30	\$900.00	10/01-10/01	1	1	1	\$900.00	
				Buyline Comment: FACE								
	18	M	8P-10P	VOICE	:30	\$4,000.00	10/01-10/01	1	1	1	\$4,000.00	
				Buyline Comment: VOICE								
	19	SU	4P-515P	FNIA	:30	\$2,400.00	09/30-09/30	1	1	1	\$2,400.00	
				Buyline Comment: FNIA								
	20	SU	530P-830P	SNF	:30	\$10,000.00	09/30-09/30	1	1	1	\$10,000.00	
				Buyline Comment: SNF								
	21	M	11A-12P	RR	:30	\$325.00	10/01-10/01	1	1	1	\$325.00	
				Buyline Comment: RR								

Station KSNV-TV LAS VEGAS, NV.	Agency ( ) GMMB	Rep Firm
Advertiser ( ) DCCC/HORSFORD	3050 K ST NW	Sales Office ( ) PHILADELPHIA
Product DCCC/HORSFORD	WASHINGTON, DC 20007	Salesperson ( ) AMY MCCREARY
Estimate# 1877	Agency C/P1/P2/E //1877	Salesperson Phone# 215-568-6540
Buyer JESSE DEMASTRUE	Flight Dates 09/26/2012 - 10/01/2012	Salesperson FAX# 215-568-1845
Phone#	Hiatus Weeks	
Fax#		

---REPORT TOTALS---  
 Report Totals: 24 / \$31,475.00

---SALES MONTHLY TOTALS---

Sep 12: 13 / \$20,225.00 Oct 12: 11 / \$11,250.00  
 Sales Totals: 24 / \$31,475.00  
 Station Totals: 24 / \$31,475.00  
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$125,900	CATV 0%	KBLR 0%	KINC 0%	KLAS 29%	KSNV 25%
		KTUV 25%	KTUD 1%	KVCW 2%	KVMY 3%	KVVU 15%
		XXXX 0%				

---COMPETITIVE COMMENTS---

NEW ORDER  
 EST SHARES  
 Books NOV12  
 Demos RA35+

---Agency Comment---  
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---  
 CASH IN ADVANCE